

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:	)	Confirmation No. 7476
Ron Hyman Rothman	)	
Serial No. 10/681,476	)	Group Art Unit: 2178
Filed: October 8, 2003	)	Examiner: David Faber
For: METHODS AND SYSTEMS FOR	)	Date: November 12, 2010
PROGRAMMABLY GENERATING	)	
ELECTRONIC CREATIVES FOR	)	
DISPLAY ON AN ELECTRONIC	)	
NETWORK	)	

**AMENDMENT AND RESPONSE**

MAIL STOP – AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action mailed September 29, 2010, response to which is timely due December 29, 2010, the present response is deemed to be timely filed. Entry of this amendment and response is respectfully requested.

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks** begin on page 21 of this paper.